

Message Text

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PAGE 01 MANAMA 01233 111524Z
ACTION NEA-10

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R 111314Z JUN 77
FM AMEMBASSY MANAMA BAHRAIN
TO SECSTATE WASH DC 4753
INFO USDOC WASH DC
AMEMBASSY ATHENS GREECE
AMEMBASSY KUWAIT KUWAIT
AMEMBASSY TEHRAN IRAN

UNCLAS MANAMA 1233

USDOC FOR CAGNE; SECSTATE FOR NEA/ARP AND EB; TEHRAN FOR AGATT;
ATHENS FOJ RTDO

E.O. 11652: N/A
TAGS : BEXP, BA
SUBJECT : USDA/FAS AGRICULTURAL TRADE MISSION: BAHRAIN

REF : KUWAIT 3142

1. TRADE MISSION GROUP OF SEVEN PLUS LEADER COLLINS ARRIVED AS SCHEDULED IN BAHRAIN MORNING OF JUNE 6. ACCOMPANIED BY AMBASSADOR, GROUP MADE CALLS ON GOVT. OF BAHRAIN MINISTER OF COMMERCE AND AGRICULTURE, DIRECTOR OF AGRICULTURE, PRESIDENT OF BAHRAIN CHAMBER OF COMMERCE AND INDUSTRIES AND MANAGING DIRECTOR OF NATIONAL IMPORT/EXPORT COMPANY. EVENING OF JUNE 6, RECEPTION WAS HOSTED BY EMBASSY OFFICER FOR ABOUT FIFTY MERCHANTS, GOVERNMENT OFFICIALS, BANKING REPRESENTATIVES AND CHAMBER OF COMMERCE DIRECTORS. INDIVIDUAL MEETINGS HELD JUNE 6TH AFTERNOON AND MORNING AND AFTERNOON OF JUNE 7.

2. EMBASSY COMMENT; EMBASSY HAS BEEN IMPRESSED, AS PREVIOUSLY NOTED, WITH EFFICIENCY OF PRE-ARRIVAL ARRANGE-
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MENTS. BROCHURES ARRIVED THREE WEEKS BEFORE MISSION ARRIVED; ALL PARTICIPANTS HAD BAHRAIN VISAS; THE MISSION ARRIVED AS SCHEDULED AND AS A GROUP. WHILE ALL THIS MAY SEEM COMMONPLACE, IT IS ANYTHING BUT IN THIS REGION AND THIS MADE THE EMBASSY'S TASK OF FACILITATING MISSION MUCH EASIER THAN HAS OFTEN BEEN THE CASE WITH PAST TRADE MISSIONS. CREDIT FOR THESE SMOOTH ARRANGEMENTS SHOULD BE GIVEN TO

MISSION LEADER AND ADVANCE MAN EDWARD COLLINS.

3. OUR FEELING ON THE FIRMS AND PRODUCTS REPRESENTED BY THE MISSION IS THAT THEY COULD AND SHOULD HAVE BEEN REPRESENTATIVE OF A WIDER RANGE OF GOODS AND PRODUCTS. THE EMPHASIS ON POULTRY AND PEANUT AND PEANUT PRODUCTS IS UNDERSTANDABLE FROM THE US VIEW BUT THERE IS A VERY LIMITED MARKET IN BAHRAIN FOR THE LATTER AND MARKET SATURATION IN THE CASE OF THE FORMER. BE THAT AS IT MAY, THE MARKET RESEARCH AND EDUCATION, PARTICULARLY ON THE PART OF THE STATE GOVERNMENT REPRESENTATIVES, SHOULD PROVE USEFULL AS THOSE STATE AGENCIES (VIRGINIA, NORTH CAROLINA AND GEORGIA) PREPARE THEIR EXPORT STRATEGIES FOR THE MIDDLE EAST MARKETS.

4. IN FUTURE, IF FEASIBLE, EMBASSY MIGHT BE QUERIED IN ADVANCE OF THE LIKELY MARKET FOR THE FIRMS INTERESTED IN PARTICIPATING. FROM THE BEGINNING IN OUR PROMOTIONAL CONTACTS WITH BAHRAINI MERCHANTS, IT WAS CLEAR THAT THEY WERE DISAPPOINTED AT THE LACK OF REPRESENTATION OF FIRMS DEALING IN FRUIT JUICES, SODA DRINKS, FRESH AND FROZEN MEATS (OTHER THAN POULTRY) AND SPECIALTY NEW PRODUCTS. WE ALSO FAVOR MOUNTING A PHYSICAL EXHIBITION/DISPLAY NEXT TIME AROUND.

5. DESPITE ABOVE COMMENTS, SALES RESULTS IN THIS SMALL MARKET WERE SURPRISING FOR THE THREE PARTICIPANTS WHO WERE ACTUALLY SELLING: IMMEDIATE SALES, \$97,000; TWELVE MONTH PROSPECTS; \$258-300,000.

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